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ABSTRACT

Nursing Dial Access, a taped library available by telephone to professional nurses in Wisconsin, was developed by the Department of Nursing Health Sciences Unit, University Extension, at the University of Wisconsin, under a grant from the Wisconsin Regional Medical Program. The program, available on an around-the-clock basis, provides short tapes on a variety of nursing and medical subjects and may be used from any telephone, free of charge to Wisconsin callers. The library presents core information in the categories: nursing care emergency situations; new procedures and equipment; recent developments in nursing; and legal aspects in nursing. Nursing Dial Access averages 1,000 calls a month. A survey of the users indicated that: the program has been found to be an appropriate way to provide certain types of information; nurses have accepted this information retrieval system; and the program has been successful in meeting its purpose--to assist nurses outside the metropolitan areas of the state. (Appendixes include a bibliography of tapes, guidelines for developing dial access libraries, and lists of tapes available to states other than Wisconsin. (PT)

Definitive Dialing ••
Nursing Dial Access

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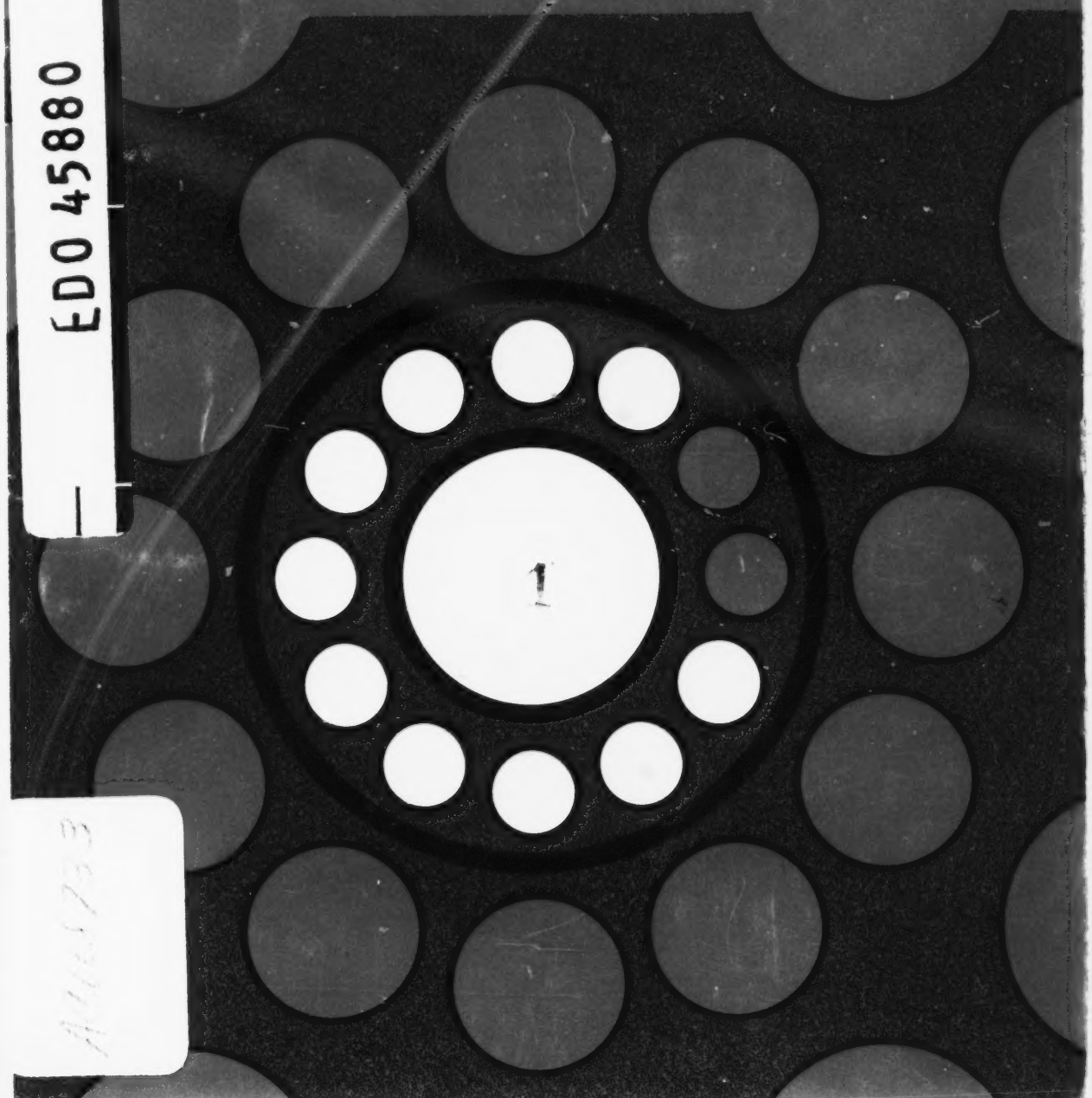

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Definitive Dialing •• Nursing Dial Access

A Report of the Planning Year and the
First Eighteen Months in Operation
September 18, 1968 - March 15, 1970

by Anne G. Niles, R.N., Coordinator

under the direction of
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CONTENTS

Acknowledgements 4
List of Figures and Maps 5
Section I
- Background of Project 7
- The Wisconsin Regional Medical Program, Inc. 8
- Tape Review Committee 8
- Purpose 8
- Early Development 9

Section II
- Preparation of Tapes 11
- Equipment 12
- Telephone Service 12
- Library 14

Section III
- Publicity 17
- Usage 18
- Evaluation 27
- Cooperative Arrangements with Other States 27

Section IV
- Summary 28
- Conclusions 29
- Recommendations 30
- Selected References 31

Appendix A Tape Review Committee 33
Appendix B Early Surveys 36
Appendix C Forms for Participants 41
Appendix D Sample Bibliography Reference Sheet 46
Appendix E Call Sheets and Survey Card 50
Appendix F Guidelines and Information for Others Developing Dial Access Libraries 55

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LIST OF FIGURES AND MAPS

Figure		Page
1	Cost of Calls for 15-Month Period	14
2	Highlights of Statistics	16
3	Graph Showing Calls per Month	19
4	Frequency of Calls per Week	20
5	Frequency of Calls by Time Period	20
6	Classification of Users	21
7	Place of Employment	22
8	Calls by Size of Hospital	22
9	Calls per Nurse in Urban and Non-Urban Areas	23
10	Nursing Tapes with More Than 100 Requests	25
11	Medical Tapes with More Than 100 Requests	26
Map		
1	Average Calls per Nurse in Each County	24

Section I

BACKGROUND OF THE PROJECT

NURSING DIAL ACCESS, a taped library available by telephone to professional nurses in Wisconsin, was developed by the Department of Nursing, Health Sciences Unit, University Extension, The University of Wisconsin, under a grant from the Wisconsin Regional Medical Program, Inc. The service was patterned after a similar program available to Wisconsin physicians since 1966. The physicians' library was conceived by Thomas C. Meyer, M.D., Chairman, Department of Postgraduate Medical Education, University Extension and Associate Dean, Medical School, The University of Wisconsin. This service received funds in part from The Wisconsin Regional Medical Program beginning in 1967, and when the grant was renewed, provisions were made for the development of a similar library for nurses.

The Department of Nursing, since 1955, has provided leadership in the continuing education of professional nurses in Wisconsin. The department supports the philosophy of University Extension, provided in the statement identified as the Extension mission:

> *. . . . To bring to bear on the problems and interests of the citizens of the State all the available resources of knowledge, experience, teaching, demonstration and research which exists within the University Extension; to constantly strive to improve and expand Extension capacities in these areas; to serve as a channel through which the resources of the whole University can be made available to all State citizens and groups; to respond to specific requests for service from within the State; to initiate programs and activities which in the considered judgment of the initiators may meet unexpressed needs and interests; and to make Extension resources and capacities available to the citizens of this country and the world.*

NURSING DIAL ACCESS, fitting into the department's total program of continuing education, meets the out-reach philosophy of Extension and adds a dimension in the access of information via telephone at the learner's home or place of employment.

Funds from the Wisconsin Regional Medical Program, Inc., became available for NURSING DIAL ACCESS on September 1, 1968. Mrs. Signe S. Cooper, R.N., Professor and Chairman of the Department of Nursing, Health Sciences Unit, University Extension, The University of Wisconsin, was named Project Director. Mrs. Anne G. Niles, R.N., a

Nursing Specialist with the Department of Nursing, was designated Coordinator for the program.

THE WISCONSIN REGIONAL MEDICAL PROGRAM, INC.

The Wisconsin Regional Medical Program, Inc., established under Public Law 89-239, seeks to close the gap between research application and service to patients. It is one of 55 Regional Medical Programs in the country and was the fifth one in operation. Initially emphasis on the program was in the areas of heart disease, cancer, stroke, and the related diseases. Activities of the Regional Medical Program are tax-supported, allocated through the United States Department of Health, Education and Welfare. WRMP fosters on cooperation of regional sources such as medical schools, hospitals, clinics, medical, and other health professions to achieve its purposes. NURSING DIAL ACCESS is an example of an operational program designed to meet the stated purposes of the Regional Medical Program.

TAPE REVIEW COMMITTEE

A Tape Review Committee has offered a major service to the NURSING DIAL ACCESS program. Members of the committee are selected from faculties in the schools of nursing, representatives from the Wisconsin Nurses Association, The Wisconsin League for Nursing, public health agencies, occupational health nurses, as well as faculty members of the Department of Nursing, University Extension, The University of Wisconsin. (See Appendix A).

Functions of the committee include assisting with selection of topics and speakers, review of scripts when requested, the annual review of tapes, and evaluation of the program. The committee meets annually plus mail or telephone consultation when necessary.

PURPOSE

With the current emphasis on continuing education, and with the rapidity of change created by modern technology, exploring new methods of reaching the learning person is imperative. Through NURSING DIAL ACCESS Wisconsin nurses have been introduced to an approach designed to meet this need. The program, available on an around-the-clock basis, provides short tapes on a variety of nursing and medical subjects and may be used from any telephone, free of charge to Wisconsin callers. The library presents core information in the

categories of (a) nursing care in emergency situations; (b) new procedures and equipment; (c) recent developments in nursing; and (d) legal aspects in nursing situations.

NURSING DIAL ACCESS has been designed particularly to meet the needs of those practicing in an isolated setting – school nurses, occupational health nurses, public health nurses, and nurses in small hospitals and nursing homes. These practitioners generally do not have access to many up-to-date resources to be used for reference or to update knowledge. NURSING DIAL ACCESS does not attempt to provide new knowledge to those in sophisticated medical centers. Rather, it is from these centers that new knowledge emanates, so it is anticipated that faculty and clinicians in medical centers will prepare the majority of tapes.

EARLY DEVELOPMENT

In the early development of the program, enrollees attending institutes sponsored by the Department of Nursing, faculties in schools of nursing, and other professional nurses were alerted to the access system. Topics and speakers for the library were solicited from these nurses. From these suggestions a list of topics was compiled and mailed along with a questionnaire to 1800 professional nurses on the department's mailing list. (See Appendix B). This represented a ten percent sampling of the state's registered nurses to survey reactions to the program and topics and also provided for additional suggestions. Response to the program as well as to many of the selected topics was enthusiastic.

A side benefit gained from this preliminary contact was to create a climate of anticipation which stimulated interest when the program became effective.

Some of the topics originally suggested were deleted since it appeared that visual aids might be required for the listener's comprehension. As an example, a tape concerned with the procedure for giving an intramuscular injection was originally considered. However, this seemed to be a topic which might require visual aid and therefore was not developed for the library. Other topics which might better respond to visual aids but for which these aids were not deemed critically necessary were accepted for experimental purposes.

Because the early focus of the Regional Medical Program grant was on heart, cancer, stroke, and related diseases, the majority of the early tapes dealt with these subjects. However, many nursing concerns are common to other conditions, and some tapes do serve this dual

relationship. For instance, the following topics present nursing care aspects which correlate to but are not limited by the focus of the grant: *Diet for Patients Unable to Chew, Care of the Patient with Decubitus Ulcers, Fecal Impaction, Care of the Indwelling Urethral Catheter, Bladder Training for the Patient Without a Urethral Catheter, Safety Precautions in the Administration of Oxygen.*

As Regional Medical Programs broadened their focus to include the total health needs of people, topic areas correspondingly expanded.

Tape Review Committee members shown are (l. to r.): Mary Jane Schank, Mabel Johnson, Catherine Chambers, Anne G. Niles, Sister Rose Schapman, Athene Dale, and Signe S. Cooper.

Section II

PREPARATION OF TAPES

Persons who are knowledgeable about a specific topic are invited to participate in NURSING DIAL ACCESS. Because grant funds are not available to pay honoraria, participants have graciously given their time, knowledge, and effort to this pilot program.

The speaker is asked to submit a manuscript which is reviewed by members of the Tape Review Committee and/or others with special knowledge in the subject area. Since the individual preparing the script has been selected for his or her expertise, the review process is not designed to control content. Editorial evaluation attempts to determine if the material has been presented in the most concise method for best listening appeal and to determine if there are legal implications which may be questionable for nursing practice within the state law.

Participants are also asked to furnish three references, and listeners may request a Bibliography Reference Sheet (see Appendix D) from the Department of Nursing. Many references, or at-cost photocopies of the content, are available from the University Medical Library Service or from the Wisconsin Reference and Loan Library, an inter-loan service to Wisconsin public libraries. This is seen as a particularly valuable aid to the nurse in a rural area, where up-to-date resources are not always available.

In the first brochure issued, a notice that the Bibliography Reference Sheet was available was printed on the inside front cover. However, response was limited to about 25 requests during the first year. In the second brochure a tear-out, pre-addressed card to request the reference was inserted into the center fold. More than 200 requests for the references were received in the first several weeks following the release of the brochures. This represented about one percent of the number of brochures mailed.

Tapes are cut in professional recording studios to assure quality production. In the Madison area, facilities in the University Medical Communications Center are used. Participants in Milwaukee use similar studios on the campus of The University of Wisconsin-Milwaukee. Those from other areas are asked to arrange with local radio stations for taping sessions, and recording costs are assumed by the NURSING DIAL ACCESS grant.

When a completed tape is received, an auditory evaluation is made before it is placed in the library. This review considers the quality of

production, the pace of the speaker, and once again the presentation of content. The recording is then transferred to the master tape, copies placed on the self-winding cartridges, and a permanent identification number assigned. Duplicate sets of cartridges for the tape are available in each installation of the library in the event of breakage or simultaneous requests for the recording.

EQUIPMENT

Each telephone line must be connected to its own tape repeater. NURSING DIAL ACCESS uses the Cousino Repeater, priced about $100. Each repeater must be equipped with a special adapter, costing about $45. The charge to install the telephone and connect it to the repeater was $31.

The following is a list of hardware purchased for the access library system:

	Approximate Price
Cousino Repeater, Model R-7320	$100.00
Echo-Matic Self-Threading Cartridge, 1410MT	2.00
U-Tape-It-Kit, K6	10.70
Tape Splicer, Robins TS-4J	5.50
Audio Tape, 3M 150-¼-1800, polyester base	3.34
Lubricated Audio Tape, 3M 151-¼-1600	3.57
Connect Plug, Cinch Mfg. Corp. DB-19604-432	3.49
Hood, Cinch Mfg. Corp. DB-51226-1	1.41

The first three items are manufactured by Ortronics, Inc., 1941 Franklin Avenue, Toledo, Ohio 43601. All items should be available through a local electronics supply firm. (This is not intended to be a recommended list; it is a report of the equipment used for this particular system.)

TELEPHONE SERVICE

Telephone service is purchased monthly for three lines. A local business line in Milwaukee accepts an unlimited number of incoming calls at the rate of $12.35 per month. Likewise, a local business line established in Madison accepts an unlimited number of calls at the rate of $11.35 per month. Madison and Milwaukee are high medical and nursing population centers, which is the reason for establishing the local telephone installations in these cities.

Tape Cartridge

Secretary places a tape cartridge on repeater.

The In-WATS (Wide Area Telephone Service) line accepts calls from all other areas within the state. This service may be purchased on a metered or non-metered basis. Metered service in Wisconsin costs $225 for fifteen hours of use and $13 for each hour above this time. The non-metered rate is $600 per month for unlimited use. (Figures exclude tax).

During the first year and one-half, NURSING DIAL ACCESS fluctuated between these two types of service, changing to the non-metered service just prior to publicity mailings which always resulted in an increase in the number of calls. However, it seems advantageous over the long-run to keep the service on a non-metered basis, as unanticipated heavy usage can occur. During a fifteen-month period when an attempt was made to coordinate promotional mailings with use of metered or non-metered service, the average cost was 66 cents per call. If non-metered service had been continuously used during this time, the cost would have been 57.9 cents per call. These figures were based on a total of 16,258 calls received during the period January 1, 1969 - March 15, 1970 (Fig. 1).

Figure 1. Cost of Calls for 15-Month Period

Calls between January 1, 1969 - March 15, 1970	=	16,258
Cost of telephone service January 1, 1969-March 15, 1970 (excluding tax)	=	$10,773.80*
Estimated cost per call (excluding tax)	=	.66

*If a non-metered line had been in continuous use during this time, the cost would have dropped to $9,413.25 (excluding tax). The line has now been put on a non-metered basis.

LIBRARY

The Medical and Nursing Dial Access Libraries use the same answering facilities though separate telephone lines and numbers have been installed for each service. Duplicate libraries have been established in Madison and Milwaukee, areas of high medical and nursing concentration, where regular business telephone lines accept local calls. The Madison facility also contains In-WATS (Wide Area Telephone Service) lines for long-distance calls. In both institutions in which the libraries

were placed, twenty-four-hour staffing was already available for answering telephone calls.

The Milwaukee Access Library has been established in the South Division of the Mental Health Unit of the Milwaukee County Institutions. This building also houses a twenty-four-hour paging system, and personnel have graciously extended their services to include the access library.

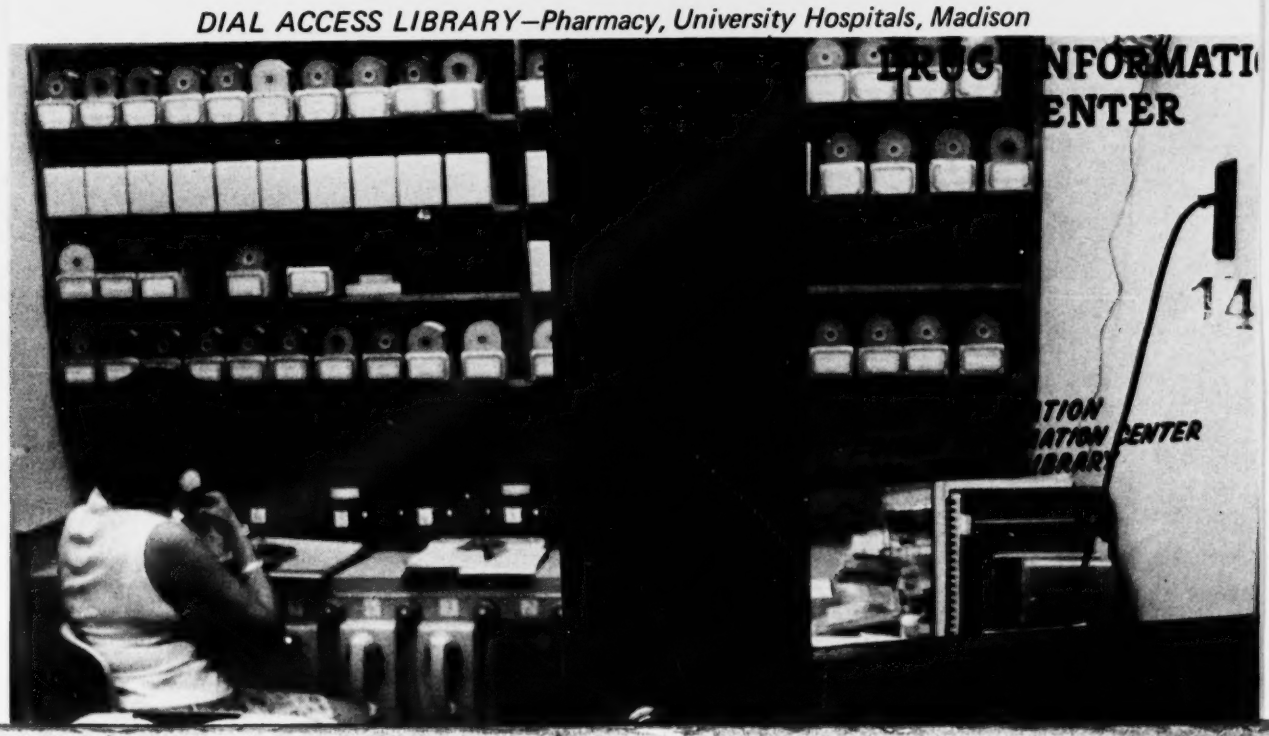
In Madison, the Library is in the pharmacy of the University Hospitals, where a twenty-four-hour staff also assists in the Poison Control and Drug Information Centers. Here too, the answering personnel have extended themselves to accept calls for the Access Library.

When a call is received in the library, the self-winding cartridge of the requested tape is placed on the Cousino Repeater which is permanently connected to the telephone line. If a caller wants a repeat of the tape, a second call must be placed, as the telephone connection is automatically shut off at the end of the tape. Once the tape has been started, there is no further contact with the caller.

NURSING DIAL ACCESS averages more than 1,000 calls per month, two-thirds of which are received between noon and midnight. However, having service available on a twenty-four-hour basis gives night personnel the opportunity to obtain information when nursing problems arise. As shown in Fig. 2 the calls reach a peak on Tuesday afternoon, although totals for Wednesdays are not far behind.

The library assistant records each call on a Call Sheet, and data accumulated during the first year were extracted to provide statistics for evaluation purposes.

DIAL ACCESS LIBRARY—Pharmacy, University Hospitals, Madison



During the first eighteen months, 70 nursing tapes and 100 medical tapes were listed in the NURSING DIAL ACCESS brochure. About 400 medical tapes are available to physicians, and only those most likely to be requested by nurses are listed in the nursing brochure. The brochures are mailed to all professional nurses registered in Wisconsin, hospitals, nursing homes and public health agencies, inactive nurses, occupational health nurses, and public health nurses.

In order to use the library, it is necessary that the caller have access to the telephone and tape numbers. Therefore, a measure of control over who uses the service is determined by who has access to the brochure.

Nurses from other states may request a brochure from the Department of Nursing for a 10-cent handling charge and may use the library by calling either the Madison or Milwaukee numbers and prepaying calls. The WATS number cannot be dialed from another state.

Figure 2. Highlights of Statistics for Nursing Dial Access

September 16, 1968 - March 16, 1970

	18 Months
Total calls received	20,873
Average call per day	40
Highest number of calls per week (January 5-11, 1970)	978
Highest number of calls per day (January 9, 1970)	206
Peak day	Tuesday
(Second is Wednesday)	
Peak time period	Noon-
(Second is 6:00 p.m.-Midnight)	6:00 p.m.

The first year 12,242* calls were received, and the statistics on these calls were tabulated by computer process. Hand tabulation of figures for the next six months do not change the percentages significantly in the following charts. Therefore, the information presented is on the basis of material gathered for the first 12 months only.

*31.6% were received on the Milwaukee line.

19.2% were received on the Madison line.

48.8% were received on the In-WATS line.

Section III

PUBLICITY

Brochures listing tapes available in the NURSING DIAL ACCESS Library were mailed to all professional nurses registered in Wisconsin (approximately 19,000), to hospitals, nursing homes, public health agencies, schools of nursing, occupational and public health nurses, and to those inactive nurses whose addresses were known. Supplements were also mailed to the health agencies and institutions as new tapes were added.

When the program began in September 1968, mimeograph listings of a limited number of tapes were circulated to a selected list of employers of nursing services rather than to each nurse. In an attempt to control the volume of calls anticipated at the initiation of the service, mailings were staggered. It was planned that the printed brochure listing the entire library would be mailed to each registered nurse prior to December 1, 1968. However, the economy of the nation was such that the grant funds were not available at this time, and all publicity was curtailed. As shown by Fig. 3 there was an abrupt decline in the calls during December 1968. The first brochures to be mailed to individual registered nurses were mailed in January 1969, followed immediately by high usage of the service. There is a direct ratio between the release of publicity about the program and the number of calls received. Ideally, it would seem that a year-long, pre-planned publicity program should be developed to maintain a steady level of calls, as an exceptionally high volume of calls becomes a burden to the answering staff. Because of the pioneering nature of this program, it has not yet been possible to do this.

About every two to three months bulletin board posters about NURSING DIAL ACCESS were mailed to employers of nursing services and apparently stimulated interest. Brief news items about the library have appeared in a number of professional, educational, and health-related publications, and two major nursing publications have printed more lengthy articles.

In addition, NURSING DIAL ACCESS was displayed at the Biennial Convention of the National League for Nursing held in Detroit, Michigan, May 1969, and at the Quadrennial Congress of the International Council of Nurses in Montreal, Canada, June 1969. The purpose of these exhibits was to give visual demonstration to Regional Medical Programs and the many others who have inquired about the service. Considerable interest was shown at both exhibits.

NURSING DIAL ACCESS Exhibit, National League for Nursing, Detroit, May, 1969

Numerous inquiries about the program have been received by both mail and telephone, and packets of material relating to NURSING DIAL ACCESS were prepared to answer these letters.

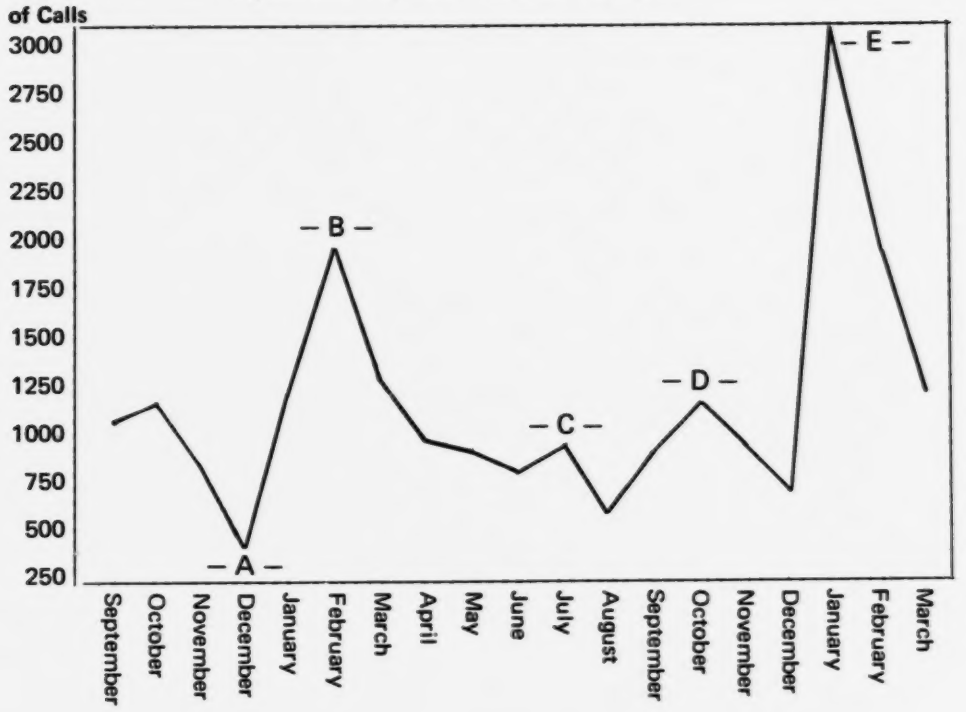
Also, because of the number of inquiries about the Dial Access Library, the Health Sciences Unit, University Extension, The University of Wisconsin, will sponsor a Telecommunications Conference with one day devoted to the Telephone Dial Access Library concept. This conference will be held October 15-16, 1970, at the Wisconsin Center, Madison, Wisconsin.

USAGE

Highlights from the statistics in Fig. 2 show that an average of more than 1,000 calls per month are received in the NURSING DIAL ACCESS Library, with 20,873 calls accepted in the first 18 months. A maximum of 3,076 calls came in one month, with 978 in one week, and 206 in one day. This volume of calls represents an overload on the telephone service, equipment, and personnel and would not be a

Figure 3. Graph Showing Number of Calls by Month

September 16, 1968 - March 15, 1970



A–Funds not available for publicity
B–First brochure mailed to individual nurses
C–Supplement mailed to selected groups
D–Supplement mailed to selected groups
E–Second brochure mailed to individual nurses

Calls by Month September 1968 - March 1970

1968		1969		1970	
Month	**Calls**	**Month**	**Calls**	**Month**	**Calls**
September	1061	January	1222	January	3076
October	1162	February	1946	February	1892
November	827	March	1277	March	1214
December	386	April	995		
		May	951		
		June	796		
		July	963		
		August	643		
		September	903		
		October	1164		
		November	959		
		December	737		

tolerable maintenance level in the present library. As indicated in Fig. 4 nearly 19 percent of the calls are received on Tuesdays and 18 percent on Wednesdays. More than 34 percent of the calls come in between noon and 6 P.M., and over 33 percent between 6 P.M. and midnight. (Fig. 5)

Figure 4. Frequency of Calls by Day of Week

September 16, 1968 - September 14, 1969

Day	Percent	Number of Calls
Monday	16.5	2,026
Tuesday	18.7	2,286
Wednesday	18.1	2,214
Thursday	15.5	1,892
Friday	13.4	1,636
Saturday	9.1	1,113
Sunday	8.7	1,066
Not ascertained	.1	9
TOTALS	100	12,242

Figure 5. Frequency of Calls by Time Period

September 16, 1968 - September 14, 1969

Time of Day	Percent	Number of Calls
Midnight - 6 a.m.	8.6	1,057
6 a.m. - Noon	23.3	2,847
Noon - 6 p.m.	34.3	4,196
6 p.m. - Midnight	33.5	4,107
Not ascertained	.3	35
TOTALS	100	12,242

Calls tabulated from 714 survey cards show that 87 percent were from professional nurses or students in schools of professional nursing. Less than 7 percent were from licensed practical nurses and students in schools of practical nursing, and 5 percent were from nursing assistants, health professionals, demonstration calls, etc. (Fig. 6)

Heaviest usage came from hospitals, nursing homes, and schools of nursing, as shown in Fig. 7.

The proportion of calls appears to be related to hospital size up to 500 beds, as shown in Fig. 8.

Since Wisconsin has few large metropolitan areas, one of the goals of NURSING DIAL ACCESS was to provide ready-access information to the less urban regions. From the data shown in Figure 9 and the following map it would appear that this goal is being met. The average call per nurse in those counties with less than 60 percent urban population is .78, while in counties with more than 60 percent urban population the number of calls per nurse falls to .58. (Dane and Milwaukee Counties are excluded in this calculation as many schools of nursing are in these counties. Since calls from student nurses are accepted, it was felt that this might weight the data.)

Figure 6. Classification of Users

(Based upon 714 Survey Cards)

Profession	Percent	Number of Calls
R.N.	75.9	542
L.P.N.	5.7	41
Student R.N.	11.3	81
Student L.P.N.	1.0	7
Student M.D.	.1	1
Other (Nursing assistants, health-relted profes-sionals, demonstration calls, etc.)	5.3	38
Not ascertained	.6	4
TOTALS	100	714

Figure 7. Place of Employment

(Based upon 714 Survey Cards)

Place	Percent of Calls		Percent of Nurses Employed*
Hospital	47.2	62.2	70.8 (Hospital, other institutions)
Nursing Home	15.0		
School of Nursing	13.4		3.0
Public Health	6.7		4.9
Inactive	3.8		—
Office	.8		6.0
Industry	.4		3.6
Other	3.8		6.5
Not ascertained	8.8		1.1
	—		2.9 (Private Duty)
	—		1.2 (School Nurse)
TOTALS	100		100

**Inventory of Registered Nurses,* 1968, Wisconsin Division of Nurses, Table 1-3.

Figure 8. Calls by Size of Hospital

(Based upon 714 Survey Cards)

Size	Number of Calls		Percent of Calls (of 300)	Percent of Calls (of 714)	Percent of Hospitals and Related Institutions* Number	Percent
50 or less	24	300	8	3.4	64	28.2
51-100	25		8.3	3.5	65	28.2
101-200	44		14.7	6.2	38	16.2
201-500	153		51	21.4	51	22.2
Over 500	54		18	7.6	12	5.2
Not from Hos.	317		—	44.4	—	—
Not ascertained	97		—	13.6	—	—
TOTALS	714		100	100	230	100

**1969 Directory of Hospitals and Related Institutions Licensed or Approved in Wisconsin,* 1969, Division of Health, Wisconsin Department of Health and Social Services.

Figure 9. Calls/RN by Percentage of Urban Population of County

Group I — Counties with under 60% urban population:

Calls	=	3,190
RNs	=	4,079
Calls/RN	=	.78

Group II — Counties with 60% or over urban population (including Dane and Milwaukee Counties, centers of high nurse and student nurse concentration):

Calls	=	8,978
RNs	=	11,641
Calls/RN	=	.77

(Excluding Dane and Milwaukee Counties)

Calls	=	2,910
RNs	=	5,043
Calls/RN	=	.58

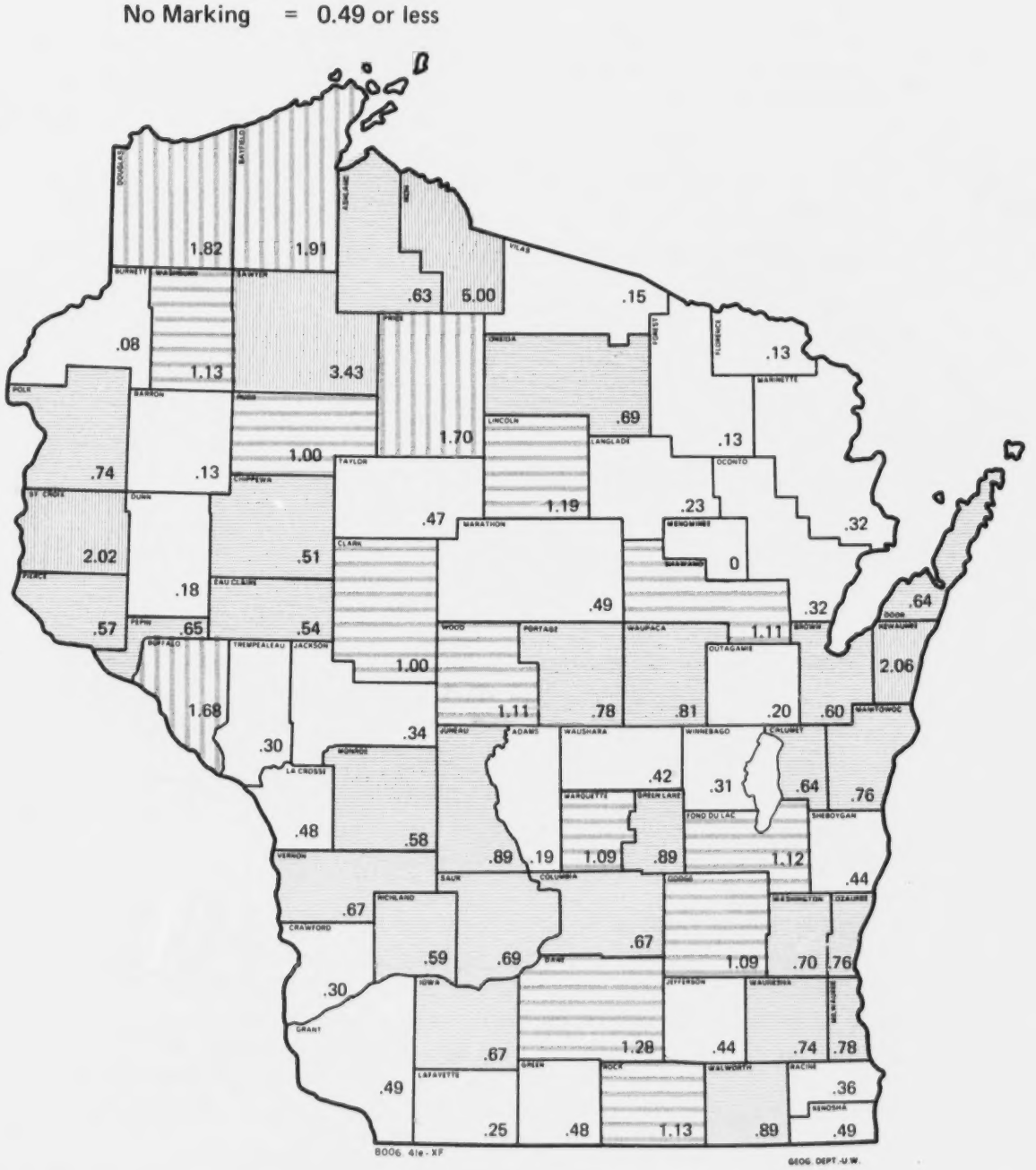
Callers apparently used the service repeatedly, as nearly 66 percent of those surveyed had used the service before, with 23 per cent indicating they had used it 10 or more times. About one third made their calls to review or update knowledge, while slightly more than 43 percent indicated the call was made to obtain information in relation to the management of a specific nursing problem. Less than 1 percent did not listen to the entire tape, and less than 3 percent felt the information was not helpful.

Figures 10 and 11 show lists of nursing and medical tapes which had more than 100 requests. It must be kept in mind that tapes are periodically added to the library so comparisons between tapes as to their "popularity" as shown by the number of calls received, is not a part of the evaluation procedure. It is also known that the number of calls made to request a tape does not always reflect the number of listeners. There are instances when more than one person listens to a call by use of an extension phone or through speaker attachments.

Map Showing Average Calls per Registered Nurse by County

Code for Number of calls

	=	2 or more
	=	1.5 - 1.99
	=	1.0 - 1.49
	=	.50 - .99
No Marking	=	0.49 or less



8006. 4le - XF

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Figure 10. Nursing Tapes With More Than 100 Requests

(Out of total of 58 tapes)
September 16, 1968 - September 14, 1969

Tape Number	Topic	Percent	Number of Calls*
518	Central Venous Pressure—What is it?	4.0	495
512	Fecal Impaction	2.9	359
500	Anticoagulant Therapy, The Patient on	2.6	323
520	Digitalis, Nursing Observations on Patients Receiving	2.4	299
514	Urethral Catheter, Care of the Indwelling	2.4	291
523	Parenteral Fluid Therapy, Nursing Care Responsibilities in	2.3	278
503	Witnessing a Will, The Nurse's Responsibility in	2.3	276
521	First Aid for the Stroke Patient	2.2	264
505	Chemotherapeutic Drugs for Cancer, The Patient Receiving	1.9	236
519	External Cardiac Resuscitation, Joint Policy Statement, Medical Society of Wisconsin and Wisconsin Nurses' Association	1.8	225
533	Decubitus Ulcers, Care and Treatment of	1.8	222
516	Unconscious Patient, The	1.5	183
525	Shock, New Concepts in	1.5	182
504	Wound Dehiscence	1.4	177
527	Cardiogenic Shock, Emergency Treatment	1.3	160
537	Dying Patient, Physical and Psychological Support to the	1.3	153
532	Decubitus Ulcers, Prevention of	1.2	146
545	Cast, Care of the Patient with	1.1	134
552	First Aid for Heart Attack	1.1	131
509	Oxygen, Administered by Nasal Catheter	1.1	129
517	Procedure for the Professional Nurse Registration in Wisconsin	1.0	123
506	Speech Therapy, Implication of CVA's—Right Side	1.0	119

*Based upon total calls for first year—12,242
Not all tapes were in the library the same length of time as tapes were added at intervals.

Figure 11. Medical Tapes With More Than 100 Requests

(Out of total of 78 tapes)

September 16, 1968 - September 14, 1969

Tape Number	Topic	Percent	Number of Calls*
92	Smoking, Doctors Advice on Quitting	2	245
93	Bed Sores, Treatment of	2	240
211	Drug Abuse by Teenagers	1.5	184
4	RH Negative—Pregnant Patient, Latest Trends in Management of	1.4	177
138	School Phobia (or School Refusal)	1.3	157
88	Bee Sting, Treatment of	1.3	153
72	Charley Horse	1.3	153
33	Suicidal Threat, Recognition and Treatment	1.2	149
135	Arrhythmias Cardiac, Emergency Treatment	1.2	142
7	Delinquent Child, Recognition and Management	1.1	140
159	Tranquilizers: Side Effects and Contra-indications	1.1	137
130	Infarction, Acute Cardiac	1.1	136
79	Cardiac Arrest, Treatment after	1.1	131
49	Delirium Tremens, Management of	1.0	117
50	Psychiatric Emergencies in Children	.9	116
105	Heart Block and Cardiac Pacemakers	.9	113
46	Premature Infant, Management of	.9	111
169	Dying Patient, The	.9	105

*Based upon total calls for first year—12,242

Not all tapes were in the library the same length of time as tapes were added at intervals.

EVALUATION

For evaluation purposes the tape number, time, and city is recorded for each call. Each Call Sheet provides data collection for ten calls, one of which requires that the caller be identified by name, address, and occupation. (See Appendix E). During the first year, this individual was sent a double postal card eliciting specific information to assist in evaluating the particular tape requested as well as the concept of the program. (See Appendix E). Data from this card and from the Call Sheet were put on punch cards to facilitate the evaluation procedure.

It should be kept in mind that the number of calls will not always reflect the number of listeners, as it is not unusual for several individuals to hear a tape by use of conference telephone lines or a speaker attached to the telephone. Some institutions have done this as a "mini" inservice education activity.

The Department of Nursing has taken a stance that the needs of the patient are a prime consideration. Therefore, if a member of a discipline other than professional nursing requests the information contained in the NURSING DIAL ACCESS Library, these calls will be accepted. Solicitation to others is not promoted because the volume of calls might become too great with the present method of operation. Therefore, a certain amount of control is determined by circulating the brochure listing the tapes and telephone numbers to professional nurses only. However, brochures are generally available in hospitals and nursing homes, and others, then, do have access to the tape and telephone numbers.

COOPERATIVE ARRANGEMENTS WITH OTHER STATES

Persons preparing tapes for the NURSING DIAL ACCESS Library sign releases giving permission to the Department of Nursing or the Wisconsin Regional Medical Program to use the tapes for medical and nursing educational purposes. (Appendix C). By arrangement, and at-cost charge, other Regional Medical Programs or university medical or nursing schools may use those tapes which do not pertain specifically to Wisconsin nursing practice or resources. The nursing tapes in the library are available for audit without charge.

Control of tapes remains with the Department of Nursing, and they are subject to annual review by the speakers as well as by the department. The following phrase is presented at the end of each tape:

"Recorded in (month and year) through the Wisconsin Regional Medical Program, Inc. All rights reserved."

Physicians in North Dakota and Minnesota have hooked into the Medical Dial Access Library and use the same facilities and tapes as Wisconsin physicians. In return the physicians in these states prepare tapes to be added to the library. Separate telephone lines are installed, and administration, promotion, and evaluation procedures are taken care of by each state independently.

Several neighboring states are exploring a tie-in with NURSING DIAL ACCESS and a number of states are using the nursing tapes in their own programs. Before a state decides to set up its own library, it is suggested that cooperative arrangements with other states be explored. Funds for the NURSING DIAL ACCESS grant provided for a quarter-time coordinator, but in reality this position required twice this amount of time. There are some administrative duties which could be shared by several states, and regional libraries could appropriately be considered with sharing of staff.

SUMMARY

After nearly two years in operation, NURSING DIAL ACCESS has continued to be a popular program in Wisconsin and is meeting a need for ready-access information.

The Wisconsin Physician's Dial Access Library pioneered this media and found it to be a feasible one for the distribution of information. The nursing program has enlarged the scope of the service in Wisconsin, and both programs have assisted others in developing similar services.

Though systems of information retrieval will change as technology advances, the concept of the Telephone Dial Access Library – on-the-spot-learning – will endure. Other disciplines have shown interest in this type of library service, and the Wisconsin Heart Association has initiated a similar program to provide health information to the public. There would seem to be unlimited opportunities for others to expand from the Wisconsin foundation.

The Department of Nursing is grateful to the Wisconsin Regional Medical Program for the grant which provided nursing the opportunity to make a contribution towards the development and direction of the Telephone Dial Access Library.

CONCLUSIONS

1. NURSING DIAL ACCESS has been found to be an appropriate way to provide certain types of information.

2. Nurses have accepted this information retrieval system with enthusiasm.

3. The Wisconsin NURSING DIAL ACCESS program has been of special value in inservice education.

4. Non-professional nursing personnel have indicated interest and would use the library if it were promoted to them.

5. Disciplines other than medicine and nursing would like to use the library. Dietitians, pharmacists, and social workers have made specific inquiries. There is a need for other disciplines to develop tape libraries for continuing education purposes. However, there is also a need to make some tapes available on an interdisciplinary basis.

6. NURSING DIAL ACCESS was established to assist the nurse who practices outside the metropolitan areas of the state, and it appears that the program was successful in meeting this purpose.

RECOMMENDATIONS

As a result of this study and the experience with this information retrieval system, it is recommended that:

1. A Regional Telephone Dial Access Library be considered as an effective way to disseminate nursing knowledge more broadly.

2. Cooperative arrangements should be explored before a state initiates a Dial Access Library.

3. Since it is probable that some nurses might benefit from hearing medical tapes which have not been listed in the nursing brochure, and since some physicians might benefit by listening to nursing tapes, the issuance of a joint brochure for physicians and nurses be considered.

4. The use of professional narrators be explored.

5. An honorarium should be paid to the person preparing material for the tape.

6. Prepared tapes available commercially would assist establishing a Dial Access Library for those institutions or agencies which do not have their own recording centers.

7. Tapes be made available reel-to-reel, by cartridge, or in cassette form for use in inservice programs.

8. The concept of a Telephone Dial Access Library be explored for patient information and health education.

SELECTED REFERENCES

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3. _____, Nursing Dial Access, *Audiovisual Instruction,* 15:31, April, 1970.

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1. *A Study on the Feasibility of Establishing A National Medical Dial Access Information Retrieval System;* Postgraduate Medical Education, The University of Wisconsin, 1970.

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7. What RMP means to Nurses and Nursing, *RN,* 32:50+, July, 1967.

Appendix A

TAPE REVIEW COMMITTEE

NURSING DIAL ACCESS TAPE REVIEW COMMITTEE 1967-1968

Signe S. Cooper, Professor and Chairman, Department of Nursing, The University of Wisconsin, and Project Director, NURSING DIAL ACCESS

Anne G. Niles, Nursing Specialist, Department of Nursing, University Extension, The University of Wisconsin, and Coordinator, NURSING DIAL ACCESS

Geraldine A. Busse, Assistant Chief, Public Health Nursing Section, Division of Health, Wisconsin Department of Health and Social Services

Rose Marie Chioni, President, Wisconsin League for Nursing, and Associate Professor, School of Nursing, The University of Wisconsin, Madison

May Hornback, Associate Professor, Department of Nursing, University Extension, The University of Wisconsin

Carolyn Littlejohn, Instructor, School of Nursing, Wisconsin State University-Oshkosh

Sister Mary Agreda, C.S.A., Chairman, Division of Nursing, Marion College of Fond du Lac

Elizabeth Mason, Associate Professor, School of Nursing, The University of Wisconsin, Madison

Gloria Rechlicz, Instructor, College of Nursing, Marquette University, Milwaukee

Alice A. Weldy, Executive Secretary, Wisconsin Nurses' Association

NURSING DIAL ACCESS TAPE REVIEW COMMITTEE 1968-1969

Signe S. Cooper, Professor and Chairman, Department of Nursing University Extension, The University of Wisconsin and Project Director, NURSING DIAL ACCESS

Anne G. Niles, Nursing Specialist, Department of Nursing, University Extension, The University of Wisconsin, and Coordinator, NURSING DIAL ACCESS

Janice Anderzon, Assistant Professor, Medical-Surgical Nursing, School of Nursing, The University of Wisconsin

Darlene Bracegirdle, Instructor, Medical-Surgical Nursing, Viterbo College, La Crosse

Geraldine A. Busse, Assistant Chief, Public Health Nursing Section, Division of Health, Wisconsin Department of Health and Social Services

Athene Dale, Assistant Professor, School of Nursing, Wisconsin State University-Eau Claire

Vernice Ferguson, Chief Nurse, Veteran's Administration Hospital, Madison

May Hornback, Associate Professor, Department of Nursing, University Extension, The University of Wisconsin

Norma Lang, Nursing Coordinator, Wisconsin Regional Medical Program, and President, Wisconsin League for Nursing

Mary Norman Simon, Inservice Instructor, St. Vincent's Hospital, Green Bay, representing Wisconsin Nurses' Association

Mary Jane Schank, Assistant Professor in Nursing, Marquette College of Nursing, Milwaukee

NURSING DIAL ACCESS TAPE REVIEW COMMITTEE 1969-1970

Signe S. Cooper, Professor and Chairman, Department of Nursing, University Extension, The University of Wisconsin, and Project Director, NURSING DIAL ACCESS

Anne G. Niles, Nursing Specialist, Department of Nursing, University Extension, The University of Wisconsin, and Coordinator, NURSING DIAL ACCESS

Janice Anderzon, Assistant Professor, Medical-Surgical Nursing, School of Nursing, The University of Wisconsin

Catherine Chambers, Occupational Health Nursing Consultant, Division of Health, Wisconsin Department of Health and Social Services, Madison

Athene Dale, Assistant Professor, School of Nursing, Wisconsin State University-Eau Claire

Vernice Ferguson, Formerly Chief Nurse, Veteran's Administration Hospital, Madison, resigned

May Hornback, Associate Professor, Department of Nursing, University Extension, The University of Wisconsin

Mabel Johnson, Executive Director, Visiting Nursing Service, Madison

Norma Lang, Nursing Coordinator, Wisconsin Regional Medical Program, and President, Wisconsin League for Nursing

Barbara Nichols, President, Wisconsin Nurses' Association, Madison

Mary Jane Schank, Assistant Professor in Nursing, Marquette College of Nursing, Milwaukee

Sister Rose Schapman, Assistant Professor of Nursing, Viterbo College La Crosse

Appendix B

EARLY SURVEYS

UNIVERSITY EXTENSION

The University of Wisconsin
606 State Street
Madison, Wisconsin 53706
262-3883 • Area Code 608

Department of Nursing

November 1, 1967

FROM: Mrs. Anne G. Niles, R.N.
Coordinator, NURSING DIAL ACCESS

The Department of Nursing, University of Wisconsin Extension, Madison, has received a grant from The Wisconsin Regional Medical Program, Inc. to develop a tape-recorded library for professional nurses in Wisconsin.

NURSING DIAL ACCESS, as the program is called, will consist of fifty, five-minute recordings on subjects related to Heart, Cancer, and Stroke, the emphasis of the grant. When the program is in operation, any professional nurse in Wisconsin may dial a special telephone number without charge and listen to the tape requested.

You are one of a selected group of nurses being asked for suggestions in the development of NURSING DIAL ACCESS. Enclosed is a list of the type of topics we are considering, and we would appreciate your reaction to these topics as well as any additional ideas or comments you may have. Perhaps you have a professional nurse friend or staff member who could also contribute suggestions. Because the recordings will be limited to five minutes, the topics selected must be very specific and lend themselves to this time period.

NURSING DIAL ACCESS plans to give immediate access to information which is authoritative and accepted in the following categories, as they relate to *Heart, Cancer, and Stroke.*

a. Nursing Care in emergency situations
b. New procedures and equipment
c. Recent developments in nursing
d. Legal aspects of nursing

The tape recordings would be made by those who are recognized authorities in the subjects covered.

Please use the enclosed pre-addressed envelope for your prompt reply.

TELEPHONE DIAL ACCESS

The Department of Nursing, University of Wisconsin, University Extension, has applied for a grant under the Wisconsin Regional Medical Program for a Telephone Dial-Access Project. You may be familiar with the system, already available to doctors. The system enables the physician to secure information (from a selected list of topics) by calling a specific telephone number, asking for the topic he wishes, and listening to a pre-recorded tape (from 3-5 minutes in length).

If this project becomes a reality, nurses in the state (and elsewhere) would have the same opportunity.

We are asking your assistance in this proposed project by suggesting to us:

1) Topics you believe would be appropriate, and/or
2) Nurses you believe have special knowledge and ability to participate in this program. (In Wisconsin and elsewhere).

Send your ideas to:

Department of Nursing
University Extension
University of Wisconsin
606 State Street
Madison, Wisconsin 53706

SUGGESTED TOPICS FOR NURSING DIAL ACCESS

GENERAL NURSING CARE

New sites for intramuscular injection
Postural drainage
New concepts of shock
Ways to induce sleep
Prevention of decubitus ulcers
Care and treatment of decubitus ulcers
Nursing diagnosis
The patient who is incontinent
Fecal impaction
Bowel retraining
Bladder retraining
Non-chewable diets
Wound dehiscence
Care of the indwelling catheter
Care of the patient receiving oxygen

PATIENTS WITH SPECIFIC PROBLEMS

Care of the patient with convulsions
Suicide prevention
The post-operative mastectomy patient
Care of a colostomy
Care of a tracheostomy
The unconscious patient
Communicating with the asphasic patient
Hypotensive management
Hypertensive management
Speech therapy implications of CVA's - right side
Speech therapy implications of CVA's - left side
Emotional disturbances or disorientation in CVA's
Home care of children with cardiac anamolies
Meeting the needs of the family of a terminal patient
Emtotional needs of the terminal patient
Early strengthening exercises

COMMUNITY RESOURCES

Referral agencies for the cancer patient
Referral agencies for the cardiac patient
Referral agencies for rehabilitation patients
Sources of financial assistance for the long-term patient
Sources of referral for home care and home-maker services
Sources of medicare information

EMERGENCY CARE

First aid for heart attack
First aid for the stroke patient
Emergency treatment of shock

LEGAL ASPECTS OF NURSING

The nurse's responsibility for defibrillation
Responsibility of the professional nurse in pronouncement of death
Witnessing a will
Nursing responsibilities in parenteral fluid therapy
The nurse's responsibility in the venous pressure procedure

DRUGS AND LABORATORY PROCEDURES

Symtoms of digitalis toxicity
Newer drugs in the treatment of cancer
Anti-coagulent therapy
Differences in digitalis products
Laboratory tests for aid in diagnosis of myocardial infarction--LDH and SGOT (transaminase.)

MISCELLANEOUS

Use of a transfer board
Crutch walking and measuring
Positioning - when and where to start
Central venous pressure - what is it?
Pathophysiology of cardiac failure
Sterilization of dressings in the home

NURSING DIAL ACCESS
The Wisconsin Regional Medical Program, Inc.
606 State Street - Room 1006
Madison, Wisconsin 53706

WHAT TOPICS FROM THE ENCLOSED LIST WOULD BE OF MOST HELP TO YOU?

WHAT OTHER TOPICS DO YOU SUGGEST FOR NURSING DIAL ACCESS? (As related to Heart, Cancer, and Stroke, only.)

COMMENTS

Name _____

Address _____

_____

Position _____

_____

When would you most likely use this service?

Day_____Evening_____Night_____

Appendix C

FORMS FOR PARTICIPANTS

NURSING DIAL ACCESS

The Department of Nursing, University Extension, University of Wisconsin, has developed NURSING DIAL ACCESS under a grant from The Wisconsin Regional Medical Program, Inc. The system provides an around-the-clock taped library available by telephone to all professional nurses in Wisconsin free of charge.

The library presents core information in the categories of:

a. *Nursing care in emergency situations*
b. *New procedures and equipment*
c. *Recent developments in nursing*
d. *Legal aspects in nursing situations*

The emphasis of the grant is on Heart, Cancer and Stroke, and the majority of the tapes relate to these conditions. The five-to-seven minute recordings, which are made by persons who have recognized skills in the subject covered, contain material which can be used for emergency information as well as for continuing education.

The program began operation in September, 1968, and receives about 1000 calls per month.

IN CONNECTION WITH YOUR NURSING DIAL ACCESS TAPE

TIME ALLOWANCE:	5 to 7 minutes
RECORDING:	All tapes must be prepared in a sound-proof studio, under technical supervision.
Madison:	Your tapes will be cut in the Medical Communication Center, Room 306 Medical Library, 1305 Linden Drive, by Jerry Keliher, Director of Communications, University of Wisconsin Medical Center, Telephone 262-6199.
Milwaukee:	Your tapes will be cut at the Instructional Communication Center, Fine Arts Building, University of Wisconsin, by Mrs. Mary Reilly, Telephone 228-4664.
Other:	Please arrange with your local radio station to cut your tape in their recording studio, and ask them to bill us for the tape and the time required for this service.
	Billings and the completed tape should be mailed to: Wisconsin Regional Medical Program, Inc., NURSING DIAL ACCESS, 606 State Street, Room 1005, Madison, Wisconsin 53706.

Your tape will be reviewed to make certain its content is in line with other instructional tapes in the NURSING DIAL ACCESS library. If there is need for revision, you will be notified. After one year you will be asked to review your own tape to see if you desire to revise it in any way.

TIPS ON TAPING

The quality of the production as well as the quality of the content is important. In order to provide the best results, we ask that you review the suggestions listed here before you cut your tape.

CONTENT

1. These tapes are designed for the practicing registered nurse. However, it is recognized that many inactive nurses use this service.
2. The information contained may be needed for emergency situations or for continuing education.
3. Include answers to questions frequently asked, but exclude extensive literature review and statistics. You may wish to include a bibliography of no more than three references on a special form. The bibliographies will be made available to listeners on request.
4. Your tape should concern only the subject with which you are dealing. Please try to eliminate all extraneous information and phrasing.
5. When listing instructions, giving drug names or dosages, please speak slowly, spell out, and possibly repeat yourself. The listener may be writing the informations down.

MECHANICS

1. Milwaukee
   Your tape will be cut at the Instructional Communications Center, Fine Arts Building, University of Wisconsin, by Mrs. Mary Reilly, telephone 228-4664. Please allow at least two weeks for scheduling time.
   Madison
   Your tape will be cut at the Medical Communications Center, Room 306, Medical Library, 1305 Linden Drive, by Jerry Keliher, Director of Communications, University of Wisconsin Medical Center, telephone 262-6199.
   Other
   Arrange with your local radio station to cut your tape in a sound proof studio. Bills for these services may be submitted to: The Wisconsin Regional Medical Program, Inc., NURSING DIAL ACCESS, 606 State Street, Room 1005, Madison, Wisconsin 53706.
2. Type your script, double or triple space, and time your reading carefully. Tapes should run about 5 minutes.
3. When reading your script, do not rustle papers.

Please use the following phrase at the end of your tape:

Recorded in (month and year) through The Wisconsin Regional Medical Program, Inc. All rights reserved.

PERMISSION TO RECORD BROADCAST AND RELEASE

I, the undersigned, hereby consent to the recording, broadcast and release of the whole or part of my recording on the audiotape designated:

The use of this instructional material shall be for non-profit medical or nursing educational purposes only, and its release shall be determined by the Department of Nursing, University of Wisconsin Extension and/or the Tape Review Committee of NURSING DIAL ACCESS

Signed _____

Title _____

Date _____

Bibliography for NURSING DIAL ACCESS

Topic:

References: (No more than three, if possible)

Signed:_____

Title:_____

_____

Date:_____

42

NURSING DIAL ACCESS

ANNUAL REVIEW

[ ] I do not plan to revise my tape at this time.

[ ] I do plan to revise my tape. (Please indicate when we may expect receipt of new tape.)

[ ] The bibliography references should not be changed.

[ ] Please make the following changes in the bibliography reference sheet:

[ ] No changes in the brochure are indicated.

[ ] Please make the following changes in the brochure:

TAPE TOPIC_____

_____

_____

TAPE NUMBER_____

NAME_____

TITLE_____

ADDRESS_____

_____

DATE_____

RETURN TO:

Mrs. Anne G. Niles, R.N., Coordinator
Department of Nursing
University Extension
University of Wisconsin
606 State Street
Madison, Wisconsin 53706

A3

Appendix D

SAMPLE BIBLIOGRAPHY REFERENCE SHEET

BIBLIOGRAPHY FOR NURSING TAPES

NURSING DIAL ACCESS

Sponsored by

UNIVERSITY EXTENSION
The University of Wisconsin
Health Sciences Unit
DEPARTMENT OF NURSING
Madison, Wisconsin

with

The Wisconsin Regional Medical Program, Inc.

NURSING TAPES - TOPICS:	TAPE NUMBERS					
I. General Nursing Care	501	511	523	539	557	564
	504	512	525	540	559	
	509	514	532	541	562	
	510	522	533	543	563	
II. Patients with Specific Problems	506	516	531	545	550	566
	507	518	537	546	551	
	508	529	538	548	560	
	513	530	544	549	565	
III. Community Resources	502	524	536			
	515	535	561			
IV. Legal Aspects	503					
V. Emergency Care	521	527	552	555		
VI. Drugs and Laboratory Procedures	500	520	528	553		
	505	526	542	554		
VII. Miscellaneous	517	534	556			
	519	547	558			

LIBRARY INFORMATION

Books included in this bibliography are available from the following sources:

I. Local Public Libraries
II. Medical Library Service, University of Wisconsin, Madison, Wis.
III. Reference and Loan Library (through your local library)
IV. Book Stores.

I. TRY YOUR LOCAL LIBRARY FIRST.

II. MEDICAL LIBRARY SERVICE

The University of Wisconsin
William S. Middleton Medical Library
Madison, Wis. 53706

(Phone--Area 608-262-6594; ask for Medical Library Service)

1. JOURNALS AND BOOKS:

Minimum information to provide: Journals: a. author, title of article underlined
b. journal title
c. volume and pages
d. date

Books
a. author
b. title
c. publisher, year

Submit journal requests on separate cards (preferred) or as a list arranged alphabetically by journal titles. To avoid errors, include the tape reference number (i.e. 500-1) listed in the left margin of this bibliography.

2. You may request books from the special collection of cardiovascular nursing books and/or the bibliography of them. The bibliography includes journal article citations as well as listing the 22 books in the collection (maximum of 4 books sent at one time per person). These books were donated by the Wisconsin Heart Association.

3. POLICIES:

Materials are loaned for 2 weeks.
Use of address labels sent with materials entitles you to special low postal rates. Only return postage is paid by you.

Xerox service is available at a cost of 10¢ per exposure. (2 pages/exposure for small journals). Xerox copy is retained by you.

IN THE ORDER LETTER:
1. Specify whether or not xeroxing is acceptable or preferred and the upper limit of the cost.
2. Money should not accompany orders. You will be billed later for any xerox services which you authorize

III. REFERENCE AND LOAN LIBRARY

Division for Library Services
Box 1437
Madison, Wis. 53701

Your public library handles requests for books from this library and also has a list of new aquisitions to the Reference and Loan Library.
If you have no library, write directly to this address. Many nursing references are being added

AG

BIBLIOGRAPHY FOR NURSING TAPES

Journal articles in this list are all available through the Medical Library Service, either in the original or, when the journal does not circulate, as a xerox copy.

		CALL NUMBER*
Tape 500	"The Patient on Anticoagulant Therapy" Virginia Higbie	
500-1	Beland, Irene. Clinical Nursing, New York: MacMillan Co., 1965. p. 728-731.	RT65/B4 (reserve)
500-2	McCabe, Edward S. "Long Term Anticoagulant Therapy," GERIATRICS, vol. XVII, p. 200-204, April, 1962.	
500-3	Meyer, Ovid O. "Treatment with Anticoagulants," CARDIOVASCULAR NURSING, vol. 4:3, p. 11-15, May-June, 1968.	
500-4	Seal, Anna. "The Nurse's Responsibility in Anticoagulant Therapy," NURSING CLINICS OF NORTH AMERICA, vol. 1:2, p. 325-331, June, 1966.	
Tape 501	"Diet for Patients Unable to Chew" Betty Jordan	
501-1	Robinson, Corinne H. Proudfit-Robinson's Normal and Therapeutic Nutrition, New York: The MacMillan Co., 1967, 13th ed., p. 446-448.	WB 400 P 968D 1967 (reserve)
501-2	Turner, Dorthea. Handbook of Diet Therapy, Chicago: The University of Chicago Press, 1965, 4th ed., p. 35-38.	RM 216 .T87/1965
501-3	The University of Wisconsin Medical Center Dietetic Manual,Part II, "For Patients Unable to Chew." 1968, p. 403.	WB 400 W 81D 1968
Tape 502	"Sources of Financial Assistance for Long-Term Patient" Joseph A. Kexel	

FOR FURTHER INFORMATION WRITE TO:
State Department of Health and Social Service
1 West Wilson
Madison, Wisconsin 53702 PHONE: (1-608-266-3681)

* Call numbers refer to the Wm. S. Middleton Medical Library collection, U.W., Madison, Wisconsin. See page 2 for borrowing books and xerox services available through the Medical Library Service. Books marked "reserve" or "reference" are not available to circulate.

Appendix E

CALL SHEETS AND SURVEY CARD

NURSING DIAL ACCESS TAPE LIBRARY -- RECORD OF CALLS Date: _____
Day Month Year

PLEASE FILL OUT ENTIRELY FOR FIRST CALL ON THIS SHEET
(For Survey Purposes)

TAPE NO. ___ City _____ Hour _____ A.M. _____ P.M. _____

IMPORTANT

Name _____

Street Address _____

Occupation _____ R.N. _____ L.P.N. _____ M.D. _____ Student

_____ OTHER (Specify)

CALL NO.	TAPE NO.	MADISON SYSTEM 257-0762 Madison (Check)	City (If NOT Madison)	INWATS SYSTEM 362-8174 City	Midnight - 6 A.M.	6 A.M. - Noon	Noon- 6 P.M.	6 P.M.- Midnight
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								

CALL SHEET (BLUE) - Madison Library

NURSING DIAL ACCESS TAPE LIBRARY -- Record of Calls Date: _____ (Day / Month / Year)

Call No.	PLEASE FILL OUT ENTIRELY FOR FIRST CALL ON THIS SHEET (For Survey Purposes)
1.	TAPE NO. _____ City _____ Hour _____ A.M. _____ P.M. _____
	IMPORTANT: Name _____
	Street Address _____
	Occupation _____ R.N. _____ L.P.N. _____ M.D. _____ Student
	_____ OTHER (Specify)

	TAPE NO.	Milwaukee (check)	CITY (If NOT MILWAUKEE	(CHECK ONE) Midnight - 6 A.M.	6 A.M. Noon	Noon 6 P.M.	6 P.M. Midnight
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							

CALL SHEET (PINK)
Milwaukee Library

NURSING DIAL ACCESS Evaluation

Tape No._____ Call No._____

Please check one:
R.N. ☐ or student ☐
L.P.N. ☐ or student ☐
M.D. ☐ or student ☐
Other _____
(Identify)

Please check one:
☐ Hospital *(Name)* _____
☐ Nursing Home *(Name)* _____
☐ Public Health Agency
☐ Industry
☐ School of Nursing
☐ Office
☐ Inactive
☐ Other *(Identify)* _____

1. Have you used this service before?
   Yes ☐ No ☐
   a. If yes, about how many times? _____

2. Was call made for information on management of specific nursing problem? Yes ☐ No ☐

IF YES
a. Was problem an emergency? Yes ☐ No ☐
b. Did call provide needed knowledge? Yes ☐ No ☐

IF NO check reason for call:
☐ a. review or update knowledge
☐ b. gain new information
☐ c. curiosity about service
☐ d. other *(specify)* _____

3. Did you listen to entire tape? Yes ☐ No ☐
4. Was information: helpful ☐ not helpful ☐
5. Was information: completely new ☐ extension of present knowledge ☐ a review ☐
6. Would you like to see an expansion of the taped library? Yes ☐ No ☐
   If yes, what topics would you suggest? _____

Comments: _____

NURSING DIAL ACCESS

SURVEY—your evaluation

SURVEY CARD

Our records indicate that on _____ you called the NURSING DIAL ACCESS Library and requested the tape entitled: _____

_____

_____

We would appreciate your assistance in evaluating this program. Would you take a minute to fill out the attached card and return it to us?

Thank you.

Sincerely,

Signe S. Cooper

(Mrs.) Signe S. Cooper, R.N.
Chairman Department of Nursing
University Extension
The University of Wisconsin

A Service of the Wisconsin Regional Medical Program, Inc., and the Department of Nursing, University Extension The University of Wisconsin

FILL OUT REVERSE SIDE – DETACH AND MAIL PLEASE

NURSING DIAL ACCESS

NURSING DIAL ACCESS
Department of Nursing
University Extension
The University of Wisconsin
606 State Street
Madison, Wisconsin 53706

THE WISCONSIN REGIONAL MEDICAL PROGRAM, INC.

SURVEY CARD
(Reverse)

Appendix F

GUIDELINES AND INFORMATION FOR OTHERS DEVELOPING DIAL ACCESS LIBRARIES

WISCONSIN REGIONAL MEDICAL PROGRAM, INC.

DEPARTMENT OF NURSING
HEALTH SCIENCES UNIT
UNIVERSITY OF WISCONSIN
606 STATE STREET
MADISON, WISCONSIN 53706
Telephone (608) 262-0566

CONSIDERATIONS IN SETTING UP A NURSING TELEPHONE DIAL ACCESS LIBRARY

1. Determine if there is a telephone access library in the area, state or region. At the present time (October 1969) Wisconsin is the only state with an operational program for nursing. The Wisconsin library began operation September 1968 after one year of planning. There are other states in the planning process.

2. Several states have, or are setting up, a telephone dial access library for physicians. Cooperative planning between disciplines may be advantageous. Some states have based their programs upon the Wisconsin Medical Dial Access Library which has been operational since 1966.

3. Discuss the WATS (Wide Area Telephone Service) with a representative from the local telephone company. The United States is zoned with special rates and services for long-distance calls. There are ways to bridge these zones so that more than one state can be serviced by a library. Consider setting up duplicate libraries to accept local calls if there is a high concentration of nursing personnel. In Wisconsin, regular business lines accept local calls from Madison and Milwaukee, both areas of high nursing population. The Madison installation also houses the In-WATS line for long distance calls. Mr. Douglas Kroeger of the Wisconsin Telephone Company has been our representative.
Address: 122 West Main Street, Madison, Wisconsin 53706.
Telephone: (608) 257-2241.

4. If more than one discipline is setting up a library, it might be advantageous to consider an overall Director to coordinate the mechanics of the program, with each discipline planning for its own development of tape content.

5. Consider the renting of tapes already prepared by another library, possibly developing some for mutual exchange and preparing some pertinent to the local situation only (e.g. -- Community Resources for the Patient with Cancer.)

6. Primary considerations in developing a telephone access library include:

    1. Space and equipment for planning personnel
    2. Space and equipment for answering personnel
    3. Funds for telephone service
    4. Funds and personnel for the mechanics of tape production
    5. Funds for publicity, printing and postage
    6. Funds for evaluation

7. Factors which have contributed to the success of the Wisconsin program include:

    1. 24-hour availability of service
    2. Toll-free feature
    3. Continuing publicity

Space and Equipment for Planning Personnel

NURSING DIAL ACCESS was funded by the Wisconsin Regional Medical Program and developed by the Department of Nursing, Health Sciences Unit, University Extension, The University of Wisconsin. Mrs. Signe S. Cooper, R.N., is Chairman of the Department and was named as Project Director. NURSING DIAL ACCESS "piggy-backed" onto a proposal which included a continuation of the Medical Dial Access Library and was developed by the Postgraduate Committee of the Wisconsin Regional Medical Program. Roy Ragatz, a member of the Department of Postgraduate Medicine, University Extension, The University of Wisconsin, was named over-all Project Coordinator for the medical and nursing libraries. Because of this cooperative arrangement the techniques for production of tapes and evaluation of the program as already in effect for Medical Dial Access were used by NURSING DIAL ACCESS.

The Project Director, Mrs. Signe S. Cooper, R.N., and the NURSING DIAL ACCESS Coordinator, Mrs. Anne G. Niles, R.N., have the responsibility for developing the nursing program. The proposal calls for a one-quarter time coordinator, but this has not been realistic, and it is suggested that the coordinator be a full-time person, unless there is a different distribution of functions than those presented in this guide. It is possible that many of the mechanics of an access program could be performed by a central staff if several disciplines are developing libraries, and in this way, a part-time position could be considered.

The Coordinator in NURSING DIAL ACCESS has responded to the suggestions of a Tape Review Committee composed of representatives from nursing faculties, public health, occupational health, the Wisconsin Nurses' Association and the Wisconsin League for Nursing. This group has assisted in determining topics for the tapes, selection of speakers, and assists on request with the review of manuscripts for the tapes. In addition, the Coordinator acts as a resource person to the Nursing Committee of the Wisconsin Regional Medical Program and attends committee meetings to keep members informed of the Dial Access program. There has been attendance at faculty meetings, professional meetings, and national and international conventions, the planning of publicity releases, exhibits, preparation of reports and materials for use in professional publications, and, of course, carrying out duties related to development of the library.

A full-time secretary is needed, and if the development of a Bibliography for the tapes is a part of the program, a part-time library assistant is useful. Wisconsin has developed such a reference list, but this part of the program will be further evaluated as its use during the first year has not been great.

Minimal equipment required should be: desk and supplies for coordinator and secretary (and library assistant if used), two four-drawer files, one typewriter and a tape recorder. This assumes that printing, mimeographing and Xeroxing services are purchased elsewhere. The mailing list for the Department of Nursing is 18,000, and this bulk mailing is taken care of by the mailing services of the University. Arrangements should be considered -- perhaps using a business services firm -- if the sponsoring agency for an access library does not have bulk mailing service.

Equipment and Personnel for Answering Services

The Wisconsin Dial Access Libraries are housed in Madison and Milwaukee, both areas of high medical and nursing population. Each telephone line is connected to a Cousino Audio Announcer (address for this equipment is found in the Five-Month Report). There was a cost of about $75 to make an adapter for this connection which was made by University personnel. In addition, there was an installation charge of $31 by the telephone company for each line and a $3.85 rental charge each month for a flashing light to indicate which telephone is ringing.

The library is housed in the pharmacy of University Hospitals where 24-hour service is provided for the Poison Control Center. A secretary answers the calls during the day as a part of her regular duties, while a student is hired for the evening shift, and the pharmacist takes the calls at night. If the volume of night calls were sufficient, additional night personnel would be hired, but at the present time, the staff has not been overburdened. In Milwaukee, the library is installed in the Milwaukee County Institutions, where a 24-hour paging system is in effect. With the volume of calls in the Madison area, a token amount of $1,000 is paid annually to these answering services. This amount is negotiable should the volume of calls require the hiring of additional personnel.

Funds for Telephone Service

At the present time, NURSING DIAL ACCESS pays charges of $225 monthly for each In-WATS line for 15 hours of metered service and $13 for each hour of overtime. (Tax and flasher rental must be added to this amount.) When a new brochure is mailed, service is purchased on an unmetered basis of $600 per month, which allows for unlimited calls. There is always an increase in the volume of calls for 2-3 months following the issuance of a brochure. In addition, business lines in Madison ($11.85 monthly) and Milwaukee ($12.85 monthly) accept local calls from these areas. For budget purposes, it is wise to project on the basis of the unmetered In-WATS line, for the volume of calls is not easy to anticipate, and it is best to have a figure representing the maximum which might be needed rather than to be found short prior to the end of a budget period. The highest number of calls received in a single day was 141, but an average of thirty calls is more comfortable for the present answering staff to accomodate.

Production

Wisconsin is fortunate in having a Medical Communications Center in connection with the University, and all factors relating to production are taken care of by this Center and billed to the grant. Speakers from areas other than Madison and Milwaukee where University facilities are present use radio stations or professional recording studios for recording their tapes, and the costs are billed to NURSING DIAL ACCESS.

It is necessary to determine the type of equipment a library is going to use before a cost can be projected. The type of equipment used in the Wisconsin program is listed on page 3 of the Five-Month Report. (This is no endorsement of a particular product, only an indication that this equipment has been acceptable for our use.) Hint: Purchase at least two or more extra Repeaters to allow for mechanical failure and expansion of telephone service if the volume of calls requires adding a number in sequence to your telephone line. It has been our experience that there is a time lag between placing an order for this equipment and its receipt.

Publicity

Be certain to put into the projected budget sufficient funds to allow for development of a public relations program as well as publicity and printing. Costs for photographs and displays fall into expenditures in this category and are worth the investment.

Wisconsin has issued one printed brochure and several mimeographed supplements of the tape listings. A second brochure is presently being prepared. A goal might be for two printings a year after the program is established. The brochures are mailed to all nurses registered in Wisconsin, hospitals, nursing homes, schools of nursing, public health agencies and nurses, and occupational health nurses. Periodically posters are mailed to the institutions and agencies as reminders. The program is also publicized at offerings of the Department of Nursing, meetings of professional organizations, and released to professional publications and state newspapers.

Evaluation

Each call received is listed on a Call Sheet with the number of tape, city from which call originated, and the time of call. In addition, about 10 percent of the callers are asked identifying information so that a postal questionnaire may be sent to them for more specific information. We anticipate placing the data accumulated during the first year on punch cards in order to develop a profile of users for NURSING DIAL ACCESS.

OTHER POINTS TO CONSIDER

1. Develop tapes in groups of ten to fifteen. It is too confusing to work with a larger number of tapes.

2. In preparing a proposal, determine if the evaluation procedure can answer the question: "How has this program changed nursing practice?"

3. Consider sufficient funds for payment of an honorarium to the speaker. (This has not been done by the Wisconsin grant.)

4. Consider professional readers for the scripts. (Both this and number 3 above will increase production costs.) Wisconsin has used the author as the speaker. The most consistent criticism of the program has been the rapidity of the rate of the speaker. Some comments also indicate that a male voice is easier to understand.

5. Weigh costs of developing your own program against tying in with an existing program or developing one with an adjoining region. (One primary problem if each state develops its own tapes is the duplication of requests which might be made to authors to prepare tapes.)

Please contact us again if we have not answered your specific questions.

(Mrs.) Anne G. Niles, R.N.
Coordinator
NURSING DIAL ACCESS

October 1969

January 1970

REGARDING NURSING DIAL ACCESS TAPES FOR USE IN STATES OTHER THAN WISCONSIN

The following NURSING DIAL ACCESS nursing tapes may be considered for use in any state's Telephone Dial Access Library but should be reviewed by professional nurses to be certain that they are in keeping with nursing practice in a particular state.

GENERAL NURSING CARE

Tape No.	Topic
541 -	Bladder Training for the Patient with a Retention Catheter
540 -	Bladder Training for the Patient without a Retention Catheter
539 -	Bowel Retraining
533 -	Decubitis Ulcers, Care and Treatment of
532 -	Decubitis Ulcers, Prevention of
563 -	Diet for Patients Receiving Radiotherapy to Head and Neck Region
501 -	Diet for Patients Unable to Chew
564 -	Diet, Modified Fat
562 -	Diet, Sodium Restricted
559 -	Enema, Precautions in Giving
512 -	Fecal Impaction
543 -	Incontinence, Caring for the Patient with
509 -	Oxygen, Administered by Nasal Catheter
510 -	Oxygen, Administering by Tent
511 -	Oxygen, Safety Precautions in the Administration of
557 -	Oxygen Toxicity
523 -	Parenteral Fluid Therapy, Nursing Care
522 -	Postural Drainage
525 -	Shock, New Concepts In
514 -	Urethral Catheter Care of the Indwelling
504 -	Wound Dehiscence

PATIENTS WITH SPECIFIC PROBLEMS

551 -	Asthma, Home Care of the Child with
545 -	Cast, Care of the Patient with
518 -	Central Venous Pressure - What is it?
565 -	Central Venous Pressure Measurement, Nursing Care In
566 -	Colostomy, Care of Patient With
530 -	Dying Patient, Emotional Needs of the
531 -	Dying Patient, Meeting the Needs of the Family of a
537 -	Dying Patient, Physical and Psychological Support to the
538	Dying Patient, Spiritual Aspects of Care to the

Tape No.	Topic
550 -	Hemodialysis - What Is It?
544 -	Immobile Patient, Care of
560 -	Neurogenic Bladder, from Spinal Cord Disorder, Patient with
549 -	Peritoneal Dialysis - What Is It?
529 -	Tracheostomy, Care of the Patient with
516 -	Unconscious Patient, The

58

EMERGENCY CARE

Tape No.	Topic
527 -	Cardiogenic Shock, Emergency Treatment of
552 -	First Aid for Heart Attack
521 -	First Aid for the Stroke Patient
500 -	Anticoagulant Therapy, The Patient on
528 -	Digitalis Products, Differences in
520 -	Digitalis, Nursing Observations on Patients Receiving
542 -	Digitalis Toxicity, Symptoms of
526 -	Laboratory Tests for Aid in Diagnosis of Myocardial Infarction
553 -	Insulin, Differences in Types of
554 -	Oral Hypoglycemic Agents

The following tapes contain information relating to nursing practice or resources in Wisconsin. These tapes will not appear on the reel which other states audit unless a specific request is made:

Tape No.	Topic
546 -	Cystic Fibrosis, Home Care of the Child with
548 -	Cardiac Patient, Dietary Management at Home
513 -	X-ray Therapy, The Out-Patient Receiving
506 -	Speech Therapy - Implications of CVA's - Left Side
508 -	Speech Therapy, Implications of CVA's - Right Side
507 -	Speech Therapy, Implications of CVA's - Oral
561 -	Cancer Patient, Community Resources for
536 -	Cardiac Patient, Referral Agencies for the
524 -	Home Care and Home-Maker Service, Sources of Referral
502 -	Long-Term Patient, Sources of Financial Assistance
515 -	Medicare Information, Sources of

Tape No.	Topic
535 -	Rehabilitation, Referral Agencies for
503 -	Witnessing a Will, The Nurse's Responsibility in
555 -	Poison Control Centers
505 -	Chemotherapeutic Drugs for Cancer, The Patient
600 -	Coming Events in Nursing
519 -	External Cardiac Resuscitation, Joint Policy Statement
556 -	Nursing Books, Sources of Information
558 -	Procedure for Licensure of the Practical Nurse in Wisconsin
517 -	Procedure for Professional Nurse Registration in Wisconsin
534 -	Nursing Publications

MISCELLANEOUS

Tape No.	Topic
547 -	Cancer Prevention, Nurse's Role in

Roy Ragatz, Project Director
DIAL ACCESS Libraries
Wisconsin Regional Medical Program
307 Charter
Madison, Wisconsin 53706

Tele: 262-9564

Mrs. Anne G. Niles, R.N., Coordinator
NURSING DIAL ACCESS
Department of Nursing, University Extension,
The University of Wisconsin
606 State Street
Madsion, Wisconsin 53706

Tele: 262-0568

Considerations in use of NURSING DIAL ACCESS Tapes from the Wisconsin Library

1. Those tapes in the Wisconsin Library which reflect nursing practice and resources in Wisconsin have been eliminated from the list of tapes available to other states. However, it is urged that professional nurses review all tapes before they are placed in another state's library to determine if they are compatible with acceptable practice in that state.

2. Some tapes make reference by number to one or more other tapes. Use of the Wisconsin numbering system is therefore suggested, and consideration should also be given to the inclusion of these referred tapes.

3. May we ask to be included on mailings for all of your brochures and other information relating to you DIAL ACCESS Program?

4. We would be most appreciative of any comments you receive about content or production of tapes from the Wisconsin system.

5. Any evaluation data you report would be of interest to us.

6. If additional tapes are prepared by your program, may we be advised of the topics and participants?

(Mrs.) Anne G. Niles, R.N.
Coordinator
NURSING DIAL ACCESS

Department of Nursing
Health Sciences Unit
University Extension
The University of Wisconsin
606 State Street
Madison, Wisconsin 53706

Telephone: 262-0762

January, 1970
NURSING DIAL ACCESS is a service of The Wisconsin Regional Medical Program and The University of Wisconsin

PRICE LIST FOR PURCHASE OF DIAL ACCESS TAPES:
(Wisconsin Regional Medical Program)

TAPE PURCHASE RESTRICTED TO REGIONAL MEDICAL PROGRAMS
AND MEDICAL SCHOOLS

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1. If entire Library purchased in sub-master form, in numerical sequence (with purchaser putting trailer on end of each lecture, identifying production source: "Produced at the University of Wisconsin, through the Wisconsin Regional Medical Program. Provided through (purchaser) ").....$2.50 per topic

   ($4.00 per topic if Wisconsin puts on the individual trailer)

2. If selected topics, not in numerical sequence are purchased, in sub-master form (with purchaser putting on trailer as noted in #1 above).....$4.00 per topic

   ($5.50 per topic if Wisconsin puts on the individual trailer)

3. In cartridge form (for use with the "Cousino Repeater, Model R-7320"): 2 copies of each topic, wound in individual cartridges, with appropriate trailer added, ready for use.....$10.00 per topic

WHEN ORDERING:

Make out purchase order to: MEDICAL COMMUNICATIONS CENTER
(University of Wisconsin)

Send to: Project Director, M.D. Dial Access Library
Wisconsin Regional Medical Program
307 North Charter Street
Madison, Wisconsin 53706

ERIC Clearinghouse
DEC 11 1970
on Adult Education